



The Centers for Disease Control and Prevention (CDC) National Campaign for Appropriate Antibiotic Use in the Community will host their fourth annual national meeting:

Expanding Our Vision: CDC and Partners' National Conference on Appropriate Antibiotic Use in the Community on June 5-6, 2003, at the Westin Peachtree Plaza in Atlanta, Georgia.

This conference draws professionals from around the country who are dedicated to promoting appropriate antibiotic use. Approximately 200 people will attend the event, including representatives from state and local health departments, clinicians, professional organizations, managed care and health plans, public health organizations and agencies, and pharmaceutical companies.

We invite you to attend the meeting to discuss and learn more about current issues in appropriate antibiotic use. We expect to have a very intriguing schedule of presentations and speakers that will focus on developing local level programs and increasing partnerships, among many other topics.

A registration form, tentative agenda, and hotel room information are attached. Discounted rooms of \$112 will be available at the Westin Peachtree Plaza. We encourage you to register for exhibit space to provide an opportunity for other attendees to view your efforts.

Please submit your registration form as soon as possible to assure your space at the conference. Details on the conference will also be posted on our Web site by April 2003 (www.cdc.gov.drugresistance/community).

We look forward to your participation in this meeting.

Sincerely,

Pat Cook

Patricia Cook, Program Director
National Campaign for Appropriate Antibiotic Use in the Community

REGISTRATION FORM

Expanding Our Vision: CDC and Partners' National Conference on Appropriate Antibiotic Use in the Community

June 5-6, 2003

Westin Peachtree Plaza, Atlanta, Georgia

-Sponsored by-

Centers for Disease Control and Prevention
National Campaign for Appropriate Antibiotic Use in the Community

Please complete one registration form per participant and return by May 1, 2003

First Name Last Name Degrees

Title Organization

Address

City State Zip

Daytime Phone Fax e-mail

I plan to:

☐ Attend

☐ Attend and Exhibit

☐ Exhibit Only

(Please complete the exhibitor registration form)

• There is no registration fee for this conference •

Breakout Sessions

Rank your top three choices in order of preference. You will be assigned to attend two of your choices, and will be advised of your assignments shortly before the conference takes place.

_____ Media Tool Kit Orientation

_____ Gaining Program Support

_____ Getting Funded by CDC

_____ Starting a Campaign: Step 2

_____ Using Public Access Data

_____ Antibiotic Resistance Surveillance

_____ Diverse Populations

_____ Program Evaluation

(See topic descriptions on next page)

Continuing education credits will be offered for various professions based on 9.5 hours of instruction.

Please Mail, Fax, or E-mail completed forms to:

Registration: Jerry Willis
Centers for Disease Control and Prevention
1600 Clifton Road, NE MS-D65
Atlanta, GA 30333

Attn: Jerry Willis
Fax: (404) 371-5220

e-mail: jwillis@cdc.gov

Expanding Our Vision: CDC and Partners' National Conference on Appropriate Antibiotic Use in the Community

Exhibitor Registration Form

Due by: April 1, 2003

Please complete the following information to register as an exhibitor for this CDC conference
June 5-6, 2003 at the Westin Peachtree Plaza in Atlanta, Georgia.

Name of group:

Contact Name:

Type of group:

(non-profit org., health plan, etc.)

Address:

Tel:

Fax:

e-mail:

Charge for exhibit space:

Exhibit charge to for-profit groups \$1000.00

There is no charge for non-profit groups and state and local health departments to exhibit.

Size of exhibit space: 10 feet x 10 feet

One table, one chair, and dividing drapes will be provided.

Please contact us if you require an area larger than 10'x10' (additional charges will apply).

Exhibit schedule:

Set-up must be completed between 5:00pm-9:00pm on June 4, 2003.

Exhibit space will be open June 5th 8:00am-6:30pm, June 6th 8:00am-4:00pm.

Please sign here to confirm your availability and desire to exhibit on June 5 and/or June 6, 2003:

Signature

Date

Please reply as soon as possible to reserve your booth.

Your space will be confirmed by April 15, 2003.

Please return this form by April 1, 2003:

Attn: Stefanie Anderson

Centers for Disease Control and Prevention

1600 Clifton Rd. NE, MS D-65

Atlanta, GA 30333

Fax: 404-371-5220

Tel: 404-371-5925

e-mail: sanderson2@cdc.gov

Expanding Our Vision: CDC and Partners' National Conference on Appropriate Antibiotic Use in the Community

AGENDA

Thursday, June 5

- | | |
|-------------|---|
| 8:30-9:15 | Registration and continental breakfast |
| 9:15-10:30 | General session <ul style="list-style-type: none">• Welcome• National Campaign and Science Updates• Acute Otitis Media Observation Option |
| 10:30-10:45 | -break- |
| 10:45-12:15 | Geographic Regional Panels <ul style="list-style-type: none">• A chance for members of different fields in one region to come together to discuss appropriate antibiotic use programs and ideas. A panel presentation will start the session, followed by a chance for Q&A. |
| 12:15-1:45 | -Lunch, networking, and exhibit time- |
| 1:45-3:45 | Breakout session (see list for descriptions) |
| 3:45-4:15 | -break and exhibit time- |
| 4:15-5:45 | General session: Antibiotic Quiz Bowl <ul style="list-style-type: none">• Engaging opportunity for all attendees |

Friday, June 6

- | | |
|-------------|--|
| 8:30-9:00 | Continental breakfast |
| 9:00-10:30 | General session <ul style="list-style-type: none">• Special announcement from National Campaign• Antibiotic Use in Animals• Results from HEDIS project• Medical School Curriculum Update |
| 10:30-10:45 | -break- |
| 10:45-12:45 | Breakout session (see list for descriptions) |
| 1:00-3:00 | Consultation Time <ul style="list-style-type: none">• Lunch on your own• Final exhibit time• Opportunity for CDC funded states to consult with project officers• Opportunity for networking |

BREAKOUT SESSION DESCRIPTIONS

Media Tool Kit Orientation

Introduction to the National Media Campaign toolkit. An interactive how-to session.

Gaining Program Support

Unique ideas and new perspectives on fundraising. Discussion will include in-kind assistance, working with foundations, and other creative ways to get the job done.

Getting Funded by CDC

State and local level health departments can get their AR education projects funded through the Epidemiology and Laboratory Capacity program offered by the CDC. This session will explain the process and provide tips to get your application approved. Intended for new and renewing projects.

Starting an Appropriate Antibiotic Use Campaign: Step 2

So you've hired a health educator, now what?

Next steps and practical suggestions for community education programs that have already begun.

Using Public Access Data

A panel discussion of how to acquire and utilize public access data, such as Medicaid, in your program.

Antibiotic Resistance Surveillance

Some effective strategies in pneumococcal antibiotic resistance.

Diverse Populations

Panel discussion on various approaches to making your programs accessible to more segments of your community's population.

Program Evaluation

Opportunity to hear and discuss examples of how to evaluate different types of activities in your program.

LODGING AND TRANSPORTATION

Expanding Our Vision: CDC and Partners' National Conference on
Appropriate Antibiotic Use in the Community
June 5-6, 2003

Lodging:

Accommodations are available at the Westin Peachtree Plaza in Atlanta, Georgia at a special room rate. You must make your reservation by **May 5, 2003** to secure this special rate. Ask for the "CDC Appropriate Antibiotic Use Conference" group rate when making your reservation. Please call 1-800-WESTIN-1, or 404-659-1400 (direct).

The Westin Peachtree Plaza

210 Peachtree Street NW
Atlanta, GA 30303-1745
Tel: 404-659-1400
Fax: 404-589-7424
Web: www.westin.com/peachtree

Room Rates (excluding tax)

\$112.00/nt	single
\$132.00/nt	double
\$152.00/nt	triple
\$172.00/nt	quad

Airport: Hartsfield Atlanta International Airport [www.atlanta-airport.com]

Transportation Options:

- Shuttle between Hartsfield airport and downtown Atlanta available outside of baggage claim for \$14 one-way, or \$28 round trip, per person [Superior Shuttle or North Express Shuttle]
- Taxi to and from Hartsfield airport approximately \$25 per person, each way
- MARTA (subway transit) to and from Hartsfield airport \$1.75 per person, each way; exit at Peachtree Center Station (stop N1) and use the Harris Street exit to get to the hotel [detailed route information available at www.itsmarta.com]
- Drive and park at hotel, parking \$20/night [detailed driving directions available at www.westin.com/peachtree]

Deadlines:

Conference registration-	May 1, 2003
Room reservation-	May 5, 2003